



Influenza and Beyond: Responding to Vaccine-Preventable Diseases

A National Live Satellite Broadcast and Webcast
January 30, 2004 • 2:00 PM – 3:00 PM ET

PLEASE ADJUST TIMES FOR YOUR TIMEZONE

It's flu season again. How many adults will be immunized this year? Not enough, and this answer has public health leaders concerned. Each year, approximately 114,000 people in the United States are hospitalized because of influenza, and 36,000 are expected to die from this vaccine-preventable disease. The cost of treating influenza and other vaccine-preventable diseases exceeds \$10 billion each year. The key to reducing the burden of these diseases is increasing immunization rates, especially for vulnerable groups, such as racial and ethnic minorities and the elderly, who are difficult to reach. Through community partnerships, innovative education and immunization programs can be tailored to meet the needs of each group, because as we have learned, one message does not fit all. Join us in identifying the best practices of Chicago's public health leaders and their community partners in protecting their citizens against influenza and other vaccine-preventable diseases.

Public Health Grand Rounds Goal

This program will seek to identify best practices for improving adult immunization rates.

Objectives

- Describe the effectiveness of current vaccines.
- Describe three barriers to adult immunizations.
- Identify three strategies to improve the rate of adult immunizations.
- Describe the Racial and Ethnic Disparities in Immunization Initiative (READII).

Target Audience

Public health leaders and professionals from local and state government agencies, hospitals, clinics, boards of health, community-based health organizations, academic institutions, federal agencies, and others who seek to learn more about the public health response to vaccine preventable diseases.

Faculty

William L. Roper, MD, MPH

Dean, School of Public Health, The University of North Carolina at Chapel Hill

Walter A. Orenstein, MD

Assistant Surgeon General and Director, National Immunization Program, Centers for Disease Control and Prevention

Kristin L. Nichol, MD, MPH, MBA

Professor of Medicine, University of Minnesota and Chief of Medicine, Minneapolis VA Medical Center

Hugh H. Tilson, MD, DrPH

Clinical Professor, Epidemiology and Health Policy, School of Public Health, The University of North Carolina at Chapel Hill

Registration

To register, visit

<http://www.PublicHealthGrandRounds.unc.edu>.

Registration for this program will only be available online. If you do not have Internet access, please seek assistance from a public resource such as a library.

Course Materials

Program handouts will be available at

<http://www.PublicHealthGrandRounds.unc.edu> on

January 28, 2004. Additional handouts may be added later.

Continuing Education Credit

Continuing education credit will be offered for various professions based on one hour of instruction. **An online registration and evaluation must be completed to receive the appropriate continuing education credit.**

Post-Program Online Discussion Forum

Content experts from the Centers for Disease Control and Prevention will facilitate an online discussion beginning January 30 and ending February 6. You are invited to ask questions and share your best practices.

Satellite Technical Specifications

Satellite coordinates for this course will be available on the program web site no later than January 16, 2004. Sites registering via the Internet at <http://www.PublicHealthGrandRounds.unc.edu> will automatically receive the coordinates.

For a fax copy of this factsheet, contact the CDC Fax Information System at 888-232-3299 (or 877-232-1010 for the hearing impaired). When prompted, enter the document number 130022 and a return fax number.

Public Health Grand Rounds Series

The program sponsors and partners invite you to participate in this satellite broadcast, one of a series of electronically convened, interactive grand rounds that focus on contemporary, strategic public health issues. Through in-depth analysis of real world issues by experts in the science and practice of public health, these programs will provide a forum through which health professionals and others can develop timely, reasoned, and productive responses to public health challenges of regional, national, and global significance.

